

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	2	323
Catchment Adults 18+	602	608	306,661
Catchment Adults 18+ Per Pub	301	304	949
Populaton Projection 2018 to 2028 (% change)	6.65%	6.58%	3.20%

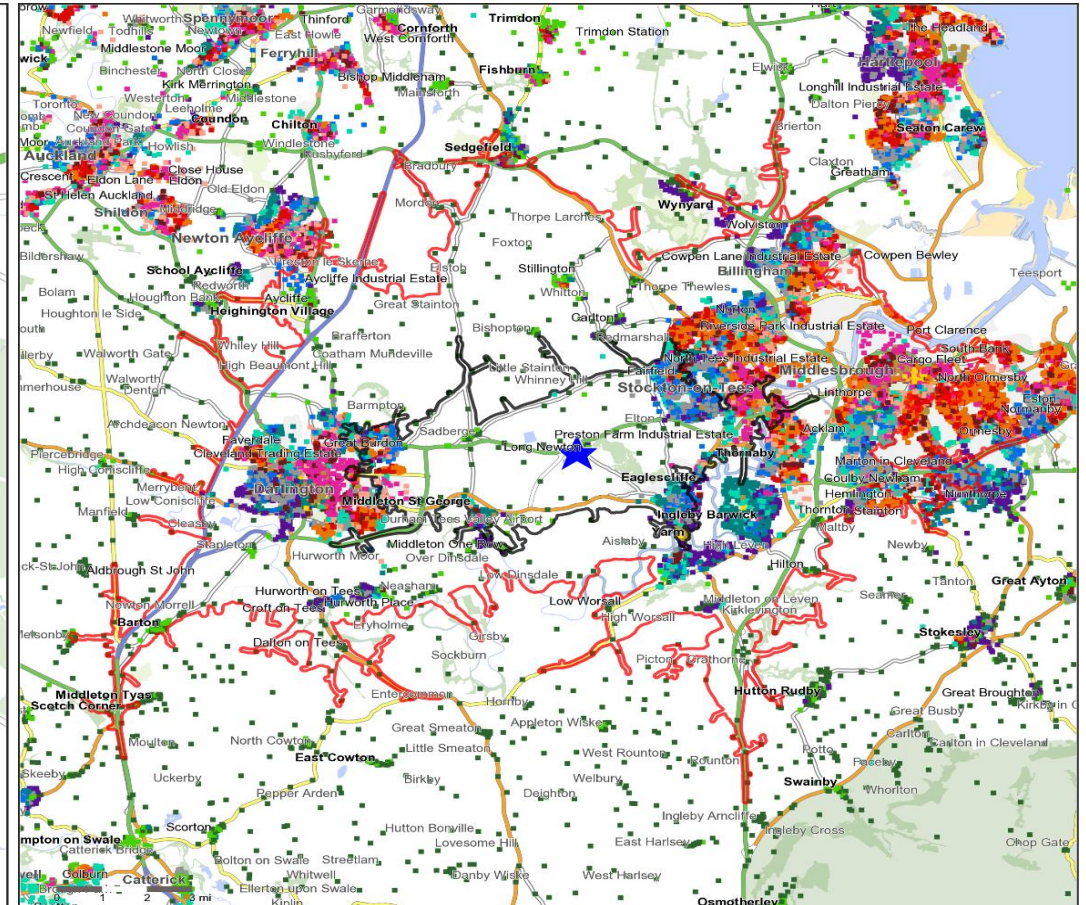
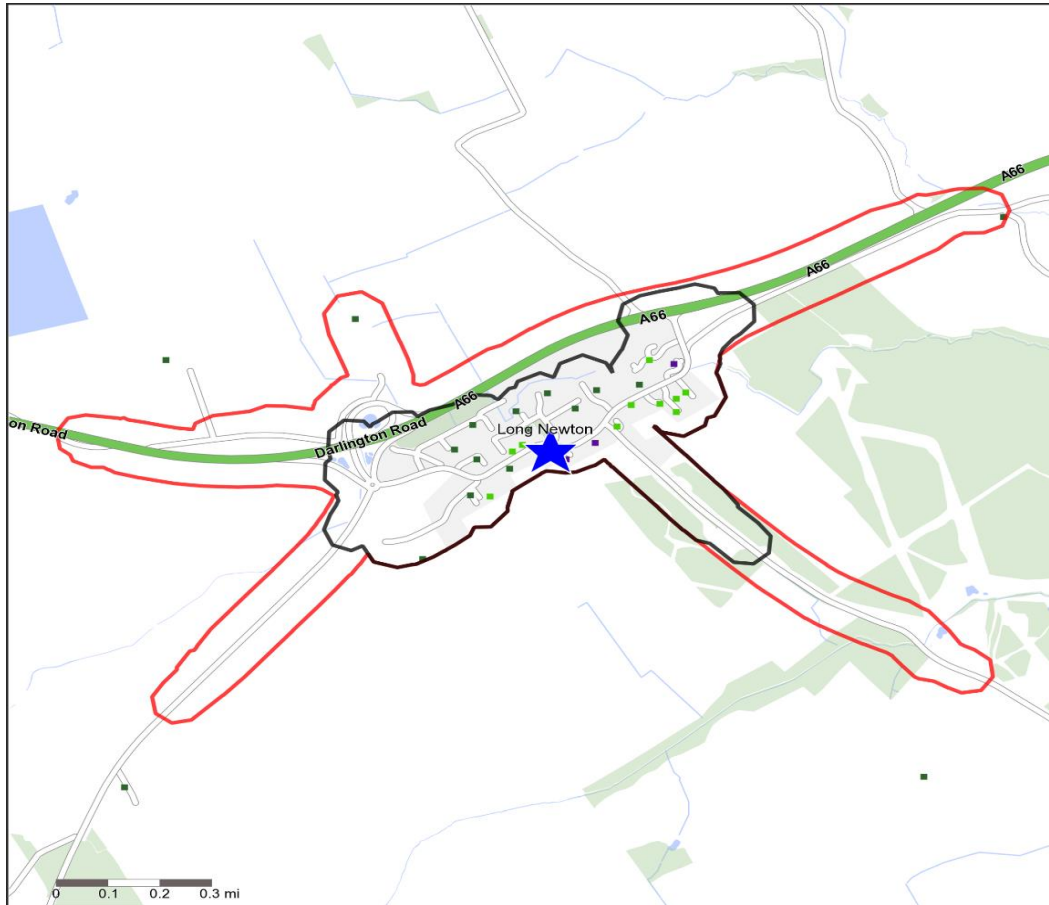
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	550	91.4	176	1	Premium Local	556	91.4	177	1	High Street Pub	247,663	80.8	156
2	Great Pub Great Food	549	91.2	196	2	Great Pub Great Food	555	91.3	196	2	Community Pub	207,310	67.6	145
3	Community Pub	69	11.5	18	3	Community Pub	70	11.5	18	3	Premium Local	126,746	41.3	66
4	High Street Pub	52	8.6	67	4	High Street Pub	52	8.6	66	4	Great Pub Great Food	86,615	28.2	218
5	Bit of Style	1	0.2	0	5	Bit of Style	1	0.2	0	5	Bit of Style	58,989	19.2	48
6	Circuit Bar	1	0.2	1	6	Circuit Bar	1	0.2	1	6	Circuit Bar	34,226	11.2	42
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	23,294	7.6	74

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	79	13.1	148	80	13.2	149	20,524	6.7	76
C1	68	11.3	92	68	11.2	91	36,407	11.9	97
C2	36	6.0	72	37	6.1	74	26,721	8.7	106
DE	22	3.7	36	22	3.6	35	40,459	13.2	128

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	68	11.3	34	68	11.2	34	159,466	52.0	157
Medium (7-13)	177	29.4	89	178	29.3	88	99,736	32.5	98
High (14-19)	291	48.3	170	295	48.5	171	34,950	11.4	40

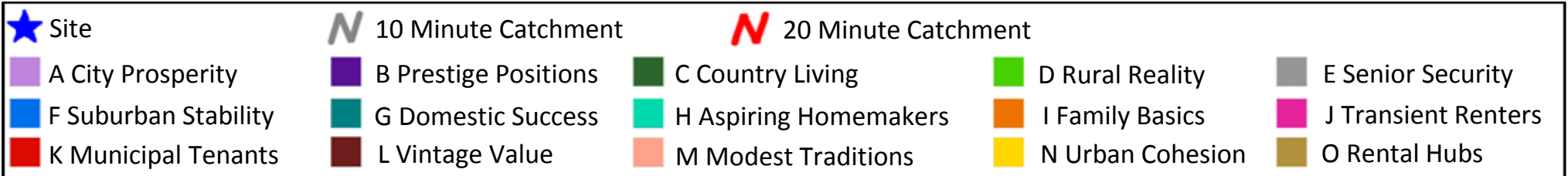
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	0	0	0	46
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	92	666
B06	Diamond Days	0	0	395	2,049
B07	Alpha Families	39	39	275	2,199
B08	Bank of Mum and Dad	0	0	373	2,911
B09	Empty-Nest Adventure	0	0	763	6,591
C10	Wealthy Landowners	88	89	418	2,083
C11	Rural Vogue	9	9	156	947
C12	Scattered Homesteads	17	18	106	841
C13	Village Retirement	196	199	632	2,832
D14	Satellite Settlers	200	201	956	3,010
D15	Local Focus	0	0	75	711
D16	Outlying Seniors	52	52	425	889
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	732	4,569
E19	Bungalow Heaven	0	0	2,841	12,683
E20	Classic Grandparents	0	0	3,479	9,987
E21	Solo Retirees	0	0	1,416	7,151
F22	Boomerang Boarders	0	0	2,810	8,289
F23	Family Ties	0	0	625	3,351
F24	Fledgling Free	0	0	2,034	6,269
F25	Dependable Me	0	0	3,106	9,399
G26	Cafés and Catchments	0	0	0	906
G27	Thriving Independence	0	0	666	3,158
G28	Modern Parents	0	0	2,006	13,462
G29	Mid-Career Convention	0	0	1,435	6,259
H30	Primary Ambitions	0	0	541	3,644
H31	Affordable Fringe	0	0	2,939	14,258
H32	First-Rung Futures	0	0	3,080	12,259
H33	Contemporary Starts	0	0	993	6,921
H34	New Foundations	1	1	286	1,206
H35	Flying Solo	0	0	76	655

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	0	1	1,429
I37	Budget Generations	0	0	635	1,941
I38	Economical Families	0	0	879	10,679
I39	Families on a Budget	0	0	1,068	18,452
J40	Value Rentals	0	0	1,187	4,770
J41	Youthful Endeavours	0	0	503	1,583
J42	Midlife Renters	0	0	1,024	4,697
J43	Renting Rooms	0	0	4,492	32,710
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	989
K47	Single Essentials	0	0	443	4,677
K48	Mature Workers	0	0	1,433	15,649
L49	Flatlet Seniors	0	0	642	6,160
L50	Pocket Pensions	0	0	949	5,012
L51	Retirement Communities	0	0	53	1,576
L52	Estate Veterans	0	0	344	2,589
L53	Seasoned Survivors	0	0	439	7,397
M54	Down-to-Earth Owners	0	0	409	4,268
M55	Back with the Folks	0	0	1,380	10,120
M56	Self Supporters	0	0	654	5,677
N57	Community Elders	0	0	0	442
N58	Culture & Comfort	0	0	0	25
N59	Large Family Living	0	0	223	1,570
N60	Ageing Access	0	0	140	1,142
O61	Career Builders	0	0	723	1,626
O62	Central Pulse	0	0	308	707
O63	Flexible Workforce	0	0	0	98
O64	Bus-Route Renters	0	0	457	2,848
O65	Learners & Earners	0	0	331	2,675
O66	Student Scene	0	0	92	597
U99	Unclassified	0	0	776	4,354
Total		602	608	53,316	306,660

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



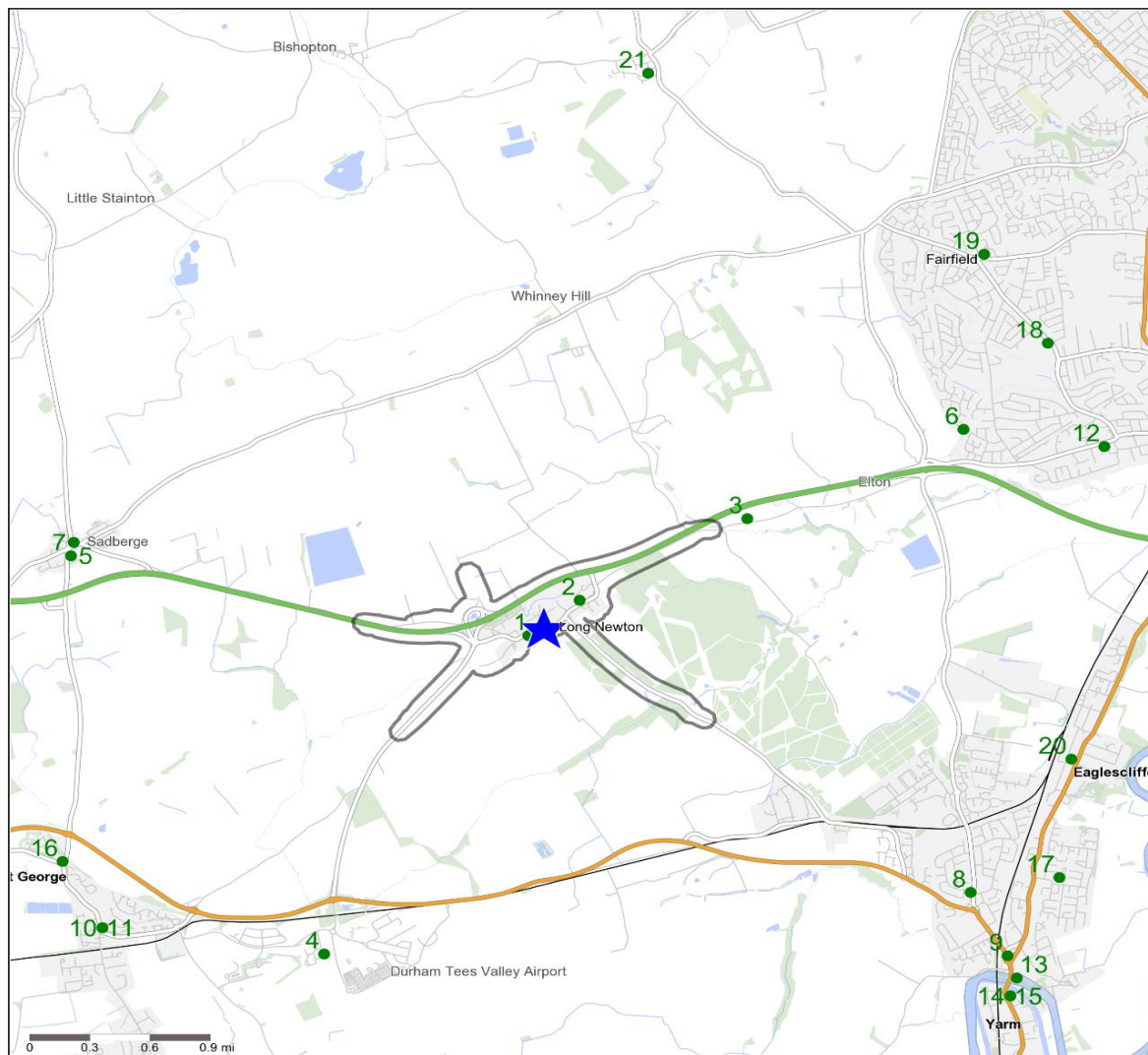
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Activity Group Structure	20 Minute Walktime										
	High			Medium			Low				
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index		
Female: Alone, Pair or Group	1	0.2	1	240	39.5	241	367	60.4	116		
Male: Alone	52	8.6	29	0	0.0	0	556	91.4	172		
Male: Group	0	0.0	0	199	32.7	125	409	67.3	136		
Male: Pair	0	0.0	0	1	0.2	1	607	99.8	174		
Mixed Sex: Group	1	0.2	1	452	74.3	233	155	25.5	58		
Mixed Sex: Pair	201	33.1	141	269	44.2	136	139	22.9	53		
With Children	0	0.0	0	0	0.0	0	608	100.0	189		
Unknown	201	33.1	101	1	0.2	1	406	66.8	139		
For Eating:											
Upmarket	0	0.0	0	40	6.6	32	568	93.4	198		
Midmarket	0	0.0	0	0	0.0	0	608	100.0	181		
Downmarket	0	0.0	0	52	8.6	25	556	91.4	220		
For Drinking (monthly spend):											
Nothing	70	11.5	38	9	1.5	6	529	87.0	194		
Low (less than £10)	217	35.7	120	262	43.1	183	130	21.4	47		
Medium (Between £10 and £40)	0	0.0	0	345	56.7	318	263	43.3	86		
High (Greater than £40)	0	0.0	0	89	14.6	71	519	85.4	163		

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	83,830	27.3	90	57,884	18.9	115	160,593	52.4	101	
Male: Alone	111,006	36.2	122	54,036	17.6	113	137,265	44.8	84	
Male: Group	74,406	24.3	106	101,183	33.0	126	126,718	41.3	83	
Male: Pair	70,806	23.1	89	86,921	28.3	186	144,581	47.1	82	
Mixed Sex: Group	87,512	28.5	125	81,404	26.5	83	133,391	43.5	99	
Mixed Sex: Pair	85,115	27.8	118	121,500	39.6	122	95,692	31.2	73	
With Children	125,268	40.8	141	46,366	15.1	90	130,674	42.6	80	
Unknown	106,187	34.6	105	36,227	11.8	66	159,894	52.1	109	
For Eating:										
Upmarket	70,545	23.0	75	81,057	26.4	127	150,705	49.1	104	
Midmarket	101,416	33.1	96	22,165	7.2	80	178,726	58.3	105	
Downmarket	103,975	33.9	153	109,205	35.6	102	89,127	29.1	70	
For Drinking (monthly spend):										
Nothing	95,229	31.1	103	85,947	28.0	119	121,131	39.5	88	
Low (less than £10)	89,074	29.0	97	60,504	19.7	84	152,729	49.8	110	
Medium (Between £10 and £40)	89,448	29.2	95	34,732	11.3	64	178,127	58.1	116	
High (Greater than £40)	58,500	19.1	74	68,627	22.4	109	175,180	57.1	109	

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Vane Arms, TS21 1DB	Independent Free	2.1	0.4
2	Londonderry Arms, TS21 1BX	Star Pubs & Bars	4.2	0.9
3	Sutton Arms, TS21 1AH	Independent Free	23.2	3.6
4	Oak Tree Inn, DL 2 1HN	Punch Pub Company	48.0	5.9
5	Tuns, DL 2 1RU	Independent Free	53.7	5.0
6	Penny Black, TS18 5PU	Star Pubs & Bars	55.0	7.2
7	Buck, DL 2 1RR	Independent Free	55.2	4.8
8	Eagle Inn, TS16 0NA	Marston's	56.7	6.9
9	Cleveland Bay Hotel, TS16 0JE	Punch Pub Company	61.4	7.4
10	Havelock Arms, DL 2 1EG	Ei Group	63.3	6.8
11	Killinghall Arms, DL 2 1EG	Unknown	63.3	6.8
12	Parkwood Hotel, TS18 5ER	Punch Pub Company	64.1	7.1
13	Blue Bell, TS16 0JF	Punch Pub Company	64.6	7.7
14	Ketton Ox, TS15 9AU	Stonegate Pub Company	67.1	8.2
15	Muse, TS15 9AU	Independent Free	67.1	8.2
16	Platform One, DL 2 1JT	Ei Group	71.4	6.8
17	Sir Thomas Brown, TS16 9JP	Ei Group	74.1	9.8
18	Fairfield, TS19 7AJ	Stonegate Pub Company	79.0	8.9
19	Rimswell, TS19 7HE	Independent Free	84.5	9.2
20	Locomotion Hotel, TS16 0BU	Star Pubs & Bars	84.6	10.2